

ABSTRACT

THESIS: Can Social Media be used to Revitalize Faded Brands? A Case Study of the Old Spice “The Man Your Man Could Smell Like” Social Media Campaign

STUDENT: Oona Egbunike-Awachie

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This study examined Procter & Gamble’s attempts at the use of social media in revitalizing the Old Spice brand of products. Old Spice, which had witnessed declined sales and market share, was observed to transform and become ranked among P&G’s super brands by the conclusion of the social media campaign.

Previous studies relied on the diffusion of innovations theory in the explanation of the observed phenomena. However, this project draws on the ideas of the strength of weak ties hypothesis and the diffusion of innovations theory to explain the observed process. Research findings give evidence of how new technologies like social media, have redefined how brands engage with consumers, and spread the word electronically about brand uniqueness and dominance. Findings also revealed that brands considered to be old could leverage on social media in recreating consumer awareness of the positive qualities of the product as against the retrenchment of the product line.